

**AMENDMENTS TO THE CLAIMS**

Please amend the claims as follows.

1. (Currently Amended) A fuel dispenser advertising system, comprising:  
  
one or more fuel dispensers operable to dispense fuel;  
  
a display subassembly associated with each of said one or more fuel dispensers for presenting advertising information to a customer;  
  
a master interface system for storing advertising information and for transmitting said stored advertising information to each [[said]] display subassembly by executing predetermined programming of said advertising information; and  
  
wherein said master interface system logs in to a central office system to download updates of said advertising information and synchronize transmitting of said stored advertising with synchronizing information received from the central office system such that distribution of said advertising information at [[the]] a location of said master interface system can be synchronized with delivery of similar advertising information at other remote locations; and  
  
wherein the master interface system is capable of interacting with one or more external systems, including the central office system, only when the interaction is initiated by the master interface system.

2. (Currently Amended) The system of Claim 1, wherein each [[said]] display subassembly comprises an electronic display for presenting said advertising information to said customer, said advertising information comprising audio and video information.

3. (Original) The system of Claim 2, wherein said display is a liquid crystal display (LCD).

4. (Previously Presented) The system of Claim 3, wherein said LCD has enhanced brightness during light ambient conditions which allows said customer to more easily view said displayed advertising information.

5. (Currently Amended) The system of Claim 1, wherein said master interface system transmits said advertising information wirelessly to each [[said]] display subassembly.

6. (Cancelled).

7. (Previously Presented) The system of Claim 1, wherein only advertising information which is different than said advertising information already stored on said master interface system is downloaded from said central office.

8. (Currently Amended) The system of Claim 1, wherein said master interface system is located ~~substantially~~ adjacent to said one or more fuel dispensers.

9. (Original) The system of Claim 1, wherein said master interface system is physically mated to one of said one or more fuel dispensers.

10. (Currently Amended) The system of Claim 1, wherein said master interface system executes said predetermined programming according to a programmed schedule.

11. (Previously Presented) The system of Claim 1, wherein said master interface system presents emergency broadcast and local public service announcements to said customer.

12. (Currently Amended) The system of Claim 1, wherein said display subassembly is operable to present said advertising information when a sensor is triggered in response to ~~[[the]]~~ an arrival of said customer at a select one of said one or more fuel dispensers.

13. (Currently Amended) The system of Claim 1, wherein said display subassembly is operable to automatically adjust ~~[[the]]~~ a brightness of an electronic display of said display subassembly in accordance with ambient light conditions.

14. (Currently Amended) The system of Claim 1, wherein said display subassembly is operatively connected to a video camera which focuses on [[the]] a demeanor of said customer during presentation of said advertising information.

15. (Original) The system of Claim 1, wherein said display subassembly comprises a coupon dispenser for dispensing coupons to said customer in response to a promotional program.

16. (Currently Amended) A fuel dispenser advertising system, comprising:  
one or more fuel dispensers operable to dispense fuel;  
one or more display subassemblies respectively associated with said one or more fuel dispensers for presenting information to a customer; and

a master interface system for storing said information and for transmitting said information to one or more of said one or more display subassemblies; [[and]]

said master interface system also for downloading an update of said information from a central office system, said update including only information determined at the central office system to be different than said information already stored on said master interface system;

said master interface system further for accessing the central office system at a prescribed time along with other master interface systems so that all master interface systems receive additional information for substantially simultaneous presentation by all master interface systems.

17. (Previously Presented) The system of Claim 16, wherein said master interface system transmits said information wirelessly to one or more of said one or more display subassemblies.

18. (Previously Presented) The system of Claim 17, wherein said master interface system downloads said update wirelessly from the central office system.

19. (Previously Presented) The system of Claim 18, wherein said master interface system is physically attached to one of said one or more fuel dispensers.

20. (Previously Presented) The system of Claim 16, wherein said information is advertising information.

21. (Currently Amended) A fuel dispenser advertising system, comprising:

one or more fuel dispensers operable to dispense fuel;

one or more display subassemblies respectively associated with said one or more fuel dispensers for presenting information to a customer; and

a master interface system physically attached to one of said one or more fuel dispensers, said master interface system for transmitting said information wirelessly to one or more of said one or more display subassemblies; [[and]]

said master interface system also for downloading an update of said information wirelessly from a central office system.